

SEP 29 1941

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SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 26, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 26 2:30 P.M.	"FORGOTTEN WOMAN" FASHION SHOW Two teams of mannequins will demonstrate "right" and "wrong" Fall and Winter Fashions for the larger woman. Open to women of size 36 and up. Also members of the Fashion Press. Publ. L.C. Rattner, WI. 7-6400.	ROAMAN'S	20 WEST 39TH ST.
Saturday Sept. 27	OFFICIAL OPENING OF FOOTBALL SEASON For schedule of important games, see CALENDAR dated September 22, page 6.		
Sun. 9/28	END OF DAYLIGHT SAVING TIME		

WEEK BEGINNING MONDAY, SEPTEMBER 29, 1941

Beginning Monday Sept. 29 9:45- 10:00 A.M.	NEW RADIO PROGRAM: "LET'S TALK SHOP" Bonwit Teller, Charles of the Ritz, W. & J. Sloane and Hammacher Schlemmer are joining forces in a 5-day-a-week Shopping Guide radio-series, conducted by Miss Ross Williams, formerly "Shophound" editor of Vogue. Ross Williams will present commercial and non-commercial shopping news in a chatty, informal manner, introducing the 1st program idea enabling non-competing retailers to cooperate in use of radio. Publ.: WQXR Press Dept. CI. 5-5566.	FOUR FINE NEW YORK STORES	STATION WQXR
Monday Sept. 29 4:00 P.M. On.....	MOLYNEUX SHOWING & INT'N'L BROADCAST Big doings at Bamberger's, when Molyneux' new collection makes its debut in the Newark store! Show goes on at 4 P.M. with Adelaide Hawley, editor, "Woman's Page of the Air" as commentator. Mutual takes over at 4:15, putting Mrs. Edna Woolman Chase, editor of Vogue, on the air, followed by a 10-minute broadcast direct from England by Captain Molyneux himself. Revue of Molyneux Originals follows. Open to Press and specially invited Bamberger customers. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	NEWARK, NEW JERSEY BROAD & MARKET STS.
Monday Sept. 29 Teatime 4:00 P.M. On.....	INTRODUCING WEEKLY TEATIME FASHION SHOWS Beginning Monday, Sept. 29th, Vanessa (formerly "7 East, Furs") will introduce the pleasant weekly practice of teatime fashion shows. Erik, the milliner (15 East 53rd) will cooperate, showing hats and headdresses designed especially for Vanessa furs and gowns. Publ. Mme. Yvonne, EL. 5-2415.	VANESSA FURS & GOWNS, INC.	7 EAST 48TH ST.
Monday Sept. 29 4:00 P.M. Cocktails	PRESS PREVIEW: FALL AND WINTER FURS Penizek, of Penizek and Rainer, formerly of Vienna, will present a de luxe collection of fall and winter furs to the Fashion Press. Mr. Penizek expects many distinguished customers, including members of the nobility and stars of stage and screen, to attend. By invitation. Publicity: Peggy Read, AT. 9-4966.	PENIZEK, FURRIER	ONE WEST 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 29	1ST SHOWING: XMAS SCARF COLLECTION Echo's Christmas Collection will be ready for inspection by the Fashion Press. Special features: "American multicolors"; spangles; and lace Mantillas for evening. To see Collection, contact: Mr. Hyman, MU. 2-5430.	EDGAR C. HYMAN	485 FIFTH AVENUE
Beginning Monday Sept. 29	EARLY SHOWING OF RESORT "ORIGINALS" Mab Barnes will present her "Originals" for American Summer and Winter Resorts simultaneously in Los Angeles and New York, beginning Mon., Sept. 29th. For appointment to see Collection, phone: LO. 5-0783.	MABS OF HOLLYWOOD	EMPIRE STATE BLDG. 350 5TH AVE., N.Y.C.
Tuesday Sept. 30 10:00 A.M.	"SHOOTING" OF ICE- SKATING FASHION-SHORT 8 members of cast of "It Happens On Ice", will model ice-skating fashions from Lanz of Salzburg, Foremost Sportswear, and Sports Vogue, for Fox Movietone Fashion short directed by Vyvyan Donner. Press may join company for sandwich luncheon at Center Theatre by notifying Miss Donner, CO. 5-7200. Publicity: Mary Anderson at June Hamilton Rhodes, WI. 7-7476.	VYVYAN DONNER, FOX MOVIETONE NEWS	CENTER THEATRE RADIO CITY
Tuesday Sept. 30 12:30 P.M. Luncheon	FASHION GROUP "ORGANIC DESIGN" LUNCHEON The "inside story" of the "Organic Design" competition sponsored jointly by the Museum of Modern Art and Bloomingdale's. Speakers: I. A. Hirschmann, V.P., Bloomingdale's, and Wallace K. Harrison, Chairman, Comm. of Industrial Design, Museum of Modern Art. Members may bring guests. Luncheon, \$1.25. Reservations from CI. 7-1734.	HOME FURNISHINGS SECTION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Tuesday Sept. 30 12:30 P.M. Luncheon	"DRESS TO YOUR TYPE" FASHION SHOW Oppenheim Collins will present a novel "dress to your type" fashion show, demonstrating how to be a well-dressed Club Woman, Society Woman, Suburban Matron, etc., etc., to an audience of 500 women at a benefit luncheon for the Holy Name Hospital, Teaneck, N.J. Open to public. Admission, \$2.50 including luncheon. Mistress of Ceremonies and Fashion Commentator, Peggy Read. Fashion Director, Jean Lamont, Oppenheim Collins, WI. 7-8200.	OPPENHEIM COLLINS	BEN MARDEN'S RIVIERA
Tuesday Sept. 30 4-6 P.M. Tea	"KNIT FOR DEFENSE" TEA First step in a "call to American women to take up their knitting needles for national defense". Mrs. Franklin D. Roosevelt, guest of honor, will speak briefly! Goal of Committee: "A million sweaters by Xmas". N.Y. tea to be followed by similar teas throughout country. Women to be asked to buy regulation khaki yarns at Dept. stores. Completed sweaters to be mailed to regional offices of Citizens Committee which will distribute directly to American soldiers. Open to Press and public, by invitation. Citizens Committee Publicity: John B. Lewis, PE. 6-4641 or PL. 3-2635.	CITIZENS COMM. FOR ARMY AND NAVY	WALDORF ASTORIA HOTEL GRAND BALLROOM
Beginning Tuesday Sept. 30 7-9:45 PM	COURSE IN TECHNIQUE OF DESIGNING Helène Lyolène, former Paris Couturière, recently with Hattie Carnegie and now associated with Mme. et La Jeune Fille in New York, will give a 1-night-a-week, 15-week course of practical instruction in design. Admission subject to Lyolène's approval. Class works with scissors and pencil; fabrics; muslin patterns. Fee \$37.50. Registration, Sept. 15 to 26, at Uptown Retail Guild office. For further information, contact Charles H. Mueller, Asst. Dir. Col. Univ. Ext., Room 303, School of Business.	MME. HELENE LYOLENE FOR COLUMBIA UNIVERSITY	UPTOWN RETAIL GUILD OFFICES, 730 5TH AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 30 8:30 P.M.	METROPOLITAN MUSEUM TELEVISION SERIES Last of the Metropolitan Museum's September Television broadcasts based on "Our European Backgrounds" will be devoted to "Furniture". The new series, beginning Oct. 7, will cover "The Arts in the Americas"; based on the Museum Collections. See last week's CALENDAR (page 5) for list of public places where there are Television Receiving sets over which these programs may be seen. C.B.S. Publicity: Wil Marcus, WI. 2-2000. Station W2XAB	METROPOLITAN MUSEUM OF ART	COLUMBIA BROAD- CASTING SYSTEM
Tuesday Sept. 30	PUBLICATION DATE, "PUBLICITY IS BROCCOLI", A NEW BOOK BY CONSTANCE HOPE The experiences and reminiscences of a New York publicity girl working in music, fashions, and allied fields. Publisher: Bobbs-Merrill. Cost, \$2.		
Wednesday October 1 1:30 P.M. Luncheon	BELMONT LUNCHEON FASHION SHOW 2nd in series of Belmont's weekly Wednesday fashion luncheons on the Clubhouse Terrace will be presented by Russeks 5th Avenue, featuring "Dawn to Dusk" Fashions. Clubhouse admission, \$4. Buffet luncheon, \$1.25. Press by invitation only. Russeks Publicity: Beatrice Castle, WI. 7-1900. Belmont Publicity: Joan Becker, WI. 2-4996.	RUSSEKS 5TH AVENUE	CLUBHOUSE FASHION TERRACE, BELMONT
Beginning Wednesday Evening October 1	NEW EVENING FASHION COURSE New Wednesday night course in "Fashion Merchandising", designed "to show what makes the world of fashion tick". Given by 12 specialists. For further information, subjects, names of lecturers, etc., address School, above, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH ST.
Beginning First Week in October	EVENING COURSES FOR THE FASHION TRADE Tues. & Thurs., 7-9:30 P.M., <u>Patternmaking and Grading</u> ; <u>Draping and Design</u> , \$45. Mon. & Fri., 7:30-9:30 P.M., <u>Fashion Sketching and Design</u> , \$30. Thurs., 7:30-9:00 P.M. (starting Oct. 9), <u>Fashion Journalism and Fashion Background</u> , \$26. Classes conducted by professional instructors, all specialists in their fields. For complete information, contact Registrar: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Thursday October 2- October 4	39TH ANNUAL PIPING ROCK HORSE SHOW One of largest, most widely patronized outdoor exhibitions held in this part of the country. Open to public. General admission, \$1. For further information, contact: Mr. Aaron Schwartz, HA. 2-7200.	PIPING ROCK HORSE SHOW ASSOCIATION	LOCUST VALLEY LONG ISLAND
Thursday October 2 1:30 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW 2nd in series of weekly Persian Room luncheon Fashion Shows, this one given by the Tailored Woman. Open to public. Press by invitation only. Tailored Woman Publ. Edith Carter, PL. 5-2500. Plaza Publ. Joseph Ryle, PL. 3-6744.	TAILORED WOMAN	PLAZA HOTEL PERSIAN ROOM
Sunday October 5- October 11	DANBURY FAIR Cattle, poultry and dog shows; fruit, flower, vegetable and machinery shows; oxen pulling contest; midget and harness races; vaudeville! Admission 50¢, children free, Friday, Oct. 10th. For further information, consult Mr. Kemfick, Hotel Green, Danbury, Connecticut. <u>Publicity Director.</u>		DANBURY, CONNECTICUT
Thursday October 2 12:30 P.M.	FASHION GROUP LUNCHEON Speakers: Verne Clark, I. Miller; Ida McNeil, Carson, Pirie, Scott. Luncheon, \$1.25. Reservations: CI. 7-1734.	ACCESSORIES SECTION	MURRAY HILL HOTEL

*selecting
should table discussion: "From Side
Sues to Mainlines" at which main person
of late January, the 30-year
old business, before
series, yield
it's
increasing
business
growth*

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday October 5 Afternoon	DUDE RANCH FASHION SHOW Western clothes for Eastern dudes will be modeled, on horseback, by society mannequins at a Dude Ranch party held for the benefit of the BAAC! Show will take place in the corral of the ranch. Refreshments will follow, served from a chuckwagon. All dude ranch fashions by Marge Riley whose New York outlet is Saks 5th Avenue. Open to public. Tickets, \$1.50, from BAAC headquarters, 420 Lexington Avenue, or Danbury Conn. Committee, Echo Valley Ranch. Publicity: Philip Schuyler, MU. 3-4383.	BRITISH AMERICAN AMBULANCE CORPS	ECHO VALLEY RANCH MAHOPAC, N.Y.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday October 5- October 11	NATIONAL BUSINESS WOMEN'S WEEK Theme of Week: "Strengthen Democracy For Defense". Program of week's activities: Mon., Oct. 6, 8:15 P.M. Vocational Panel at Hotel Astor. Tues., 12:30 P.M., Luncheon at Roosevelt. Elizabeth Arden and other prominent speakers. Wed. Fashion Show and Tea at Wanamaker's, tea at 5 P.M.; show at 6 P.M.; Thurs. Brooklyn Day, tea at Namm Store, 4-5:30 P.M.; Fri. Tea at Astor, 5-6:30 P.M., sponsored by N.Y. League, proceeds to U.S.O. For tie-ins, contact: Miss Lynn Crider, 507 Fifth Avenue, VA. 6-1977.		

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program
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Evening October 5 8:30 P.M. on.....	GREEK MUSIC FESTIVAL & FASHION SHOW 19th annual Greek Festival of international folk songs and dances will, for the 1st time, incorporate a fashion show with gowns by Madame Theodora, executed by the students of the Fashion Art Design School, and worn over Warner Brothers foundations. Stars of opera, ballet and radio will perform; foreign counsuls and society-notables will be guests of honor; the Grand Duchess Marie will head the judges selecting the evening's outstanding costume. Miss Jean Gordon of Warner Brothers, will be guest-commentator for the Fashion Show. Open to public. Admission, \$1. Press by invitation. Publicity: Mr. Gerald Engel, VA. 6-0391.	ANNUAL GREEK MUSIC FESTIVAL	MANHATTAN CENTER 311 WEST 34TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6	N. Y. SHOWING: CRUISE- RESORT COLLECTION Cole of California, makers of Matletex swim suits and play clothes, will show at the McAlpin Hotel for 3 weeks beginning Oct. 6th. For appointment to see Collection, contact Eastern Representative, Mr. F. N. Cole at Hotel McAlpin after Oct. 6th. Telephone, PE. 6-5700.	COLE OF CALIFORNIA	HOTEL McALPIN 6TH AVE. AT 34TH ST+

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 6-16	OPENING DATE: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA, LONG ISLAND

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6 1:30 P.M. Luncheon	FALL FASHION SHOW Open to club membership, guests, and members of the Fashion Press by invitation. Publicity: Edith Carter. PL. 5-2500.	TAILORED WOMAN	ORIENTA BEACH CLUB MAMARONECK, NEW YORK

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6- October 7	13TH ANNUAL BOSTON CON- FERENCE ON DISTRIBUTION Major themes of meeting: "Latin-American Trade Relations"; "Price Control Under War Emergencies"; "Important Trends in Distribution". Leading speakers: Nelson Rockefeller, Truman Arnold, Alice Perkins.	RETAIL TRADE BOARD OF BOSTON	HOTEL STATLER BOSTON, MASSACHUSETTS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday October 6- October 8	FOREIGN TRADE CONVENTION 28th annual national foreign trade convention, featuring round table meetings of industrial groups to discuss issues confronting U. S. as leading nation cut off from European markets. Climax of Program: World Trade Dinner, Oct. 7th. Registration, \$10, payable to Lindsay Crawford, Sec'y, Nat'l Foreign Trade Council, 26 Beaver Street, N.Y.C.	NATIONAL FOREIGN TRADE COUNCIL	HOTEL PENNSYLVANIA
Tuesday October 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW First of Ritz Carlton's famous Tuesday Salon d'Elegance Fall Fashion luncheons. Showing of hats by Walter Florell, 1:30 P.M. Open to public. Luncheon à la carte. Fashion Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0890. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 7 2:30 P.M.	FASHION SHOW A Fashion Show: "The Day and Weekend of the Clubwoman", will be presented to the Exec. Boards, The Presidents and the Membership of the Westchester Federation of Women's Clubs. Bonwit Teller's 3 Fashion Consultants, Elinor Nash, Sybil Coles and Sally Dickason will be hostesses. Publicity: Nona James, EL 5-6800	BONWIT TELLER, WHITE PLAINS	PENTHOUSE
Tuesday October 7 3:30 P.M.	5TH ANNUAL CRUISE- RESORT FASHION SHOW Fashion show theme: "Folly-Less Fashions of '42". Staging by Tom Lee, Display Dir., Bonwit Teller. For buyers, merchandisers and members of the Fashion Press. By invitation. Publicity: Robert Dorfman, WI. 7-2828.	S. AUGSTEIN & CO.	HOTEL PLAZA GRAND BALLROOM
Wednesday October 8 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Luncheon revue. Featured fashions: Fall Day, Evening and Wedding Fashions from Chez Rosette, presented by Mrs. Pleasants Pennington. Open to public. Admission, \$2, plus rummage to be sold at Nearly New Shop. Fashion Press by invitation. Publicity: Miss Reardon, Hampshire House, CI. 6-7700.	CHEZ ROSETTE FOR N.Y. SKIN & CANCER HOSPITAL	HAMPSHIRE HOUSE 150 CENTRAL PARK S.
Wednesday October 8 2:30 P.M.	"YOUNG VIEWPOINT" FASHION SHOW The Women's Department of A. & S. will present a revue of Fall Fashions that express the "Young Viewpoint" on style. Open to Press and public. Publicity: Marjorie Clark, TR. 5-7200.	ABRAHAM & STRAUS, INC.	FULTON AT HOYT, B'KLYN THIRD FL. EAST BLDG.
Wednesday October 8 3:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Preview of resort and spring fashions. For members of the Fashion Press. Strictly by invitation. Publicity: Abigail Johnson, MU. 3-9560.	McMULLEN COMPANY	475 FIFTH AVENUE
Wednesday October 8 3:30 P.M.	WOMEN'S FALL FASHION REVUE For specially invited customers. Publ.: Mrs. Eleanor Howard, WI. 7-3300.	LORD & TAYLOR, MANHASSET	MANHASSET, LONG ISLAND
Wednesday October 8	NATIONAL WINDOW DISPLAY CONTEST Artistic is sponsoring "Flexees Fashion Week" for stores throughout the country in effort to stimulate coordination between ready-to-wear and corsets. Feature of week: window display contest based on theme: "A New Dress Deserves A New Flexees". 25 prizes in all. Grand award: \$200 cash. Photos must be submitted by October 31st. Winners to be announced in November. Publicity: Joyce Hirshon, BR. 9-9350.	ARTISTIC-FLEXEES FOUNDATIONS, INC.	417 FIFTH AVENUE

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

Wednesday
October 8-
October 26

RODEO

MADISON SQUARE GARDEN NEW YORK CITY

16th Annual World's Championship Rodeo. \$50,000 prize money! Guest star: Gene Autry, the "Singing cowboy" of Screen and Radio. Tieing in with the Rodeo, the management plans to elaborate the program which sells at the Garden for 25¢, into a 48-page magazine which will carry a new fashion editorial feature with photographs of clothes inspired by or related to the Rodeo, gathered and edited by Trudy Denton, Madison Square Garden Magazines, CO. 5-6800.

Wednesday
October 8
8:30 P.M.

PUBLIC FORUM: "ROLE OF THE PRESS IN WARTIME"

N. Y. NEWSPAPER WOMEN'S CLUB

TOWN HALL
113 WEST 43RD STREET

Speakers: William L. Shirer, Subject: "Reporting from Germany"; James M. Minifie, Subject: "Democratic vs. Dictatorial Censorship"; Peter C. Rhodes, Subject: "On the Far Eastern Front"; Doris Fleeson, Subject: "Covering Washington". Chairman: Anne O'Hare McCormick. Tickets, 50¢ to \$2, from Town Hall Box Office, or N. Y. Newspaper Women's Club, 22 E. 38th St. MU. 4-9120.

Thursday
October 9
1:00 P.M.
Luncheon

PERSIAN ROOM LUNCHEON FASHION SHOW

R. H. MACY & CO.,

PLAZA HOTEL
PERSIAN ROOM

3rd in weekly Fashion Luncheon Series in Persian Room of Plaza. Exhibitor: R. H. Macy, with the exciting theme: "Sparklets". Open to public. A la carte luncheons. Press by invitation only. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Joseph Ryle, PL. 3-6744.

Thursday
October 9
1:00 P.M.
Luncheon

PERSIAN ROOM LUNCHEON FASHION SHOW

TOWN & TRAVEL WEAR OF THE WALDORF

WALDORF ASTORIA HOTEL
PERT ROOM

Following last Fall's successful Thursday Luncheon Fashion Show-Series, the Waldorf Astoria will inaugurate this year's Thursday luncheon showings in the Sert Room, with a smart ~~show~~ by Town and Travel Wear of the Waldorf. Open to public. Buffet luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.

Monday
October 12
1:00 P.M.
Luncheon

LUNCHEON REVUE: WOOLEN TROUSSEAUX FASHIONS

LORD & TAYLOR

JUNIOR LEAGUE CLUBHOUSE
221 EAST 71ST ST., N.Y.C.

Lord & Taylor is cooperating with June Hamilton Rhodes in the presentation of a luncheon revue of woollen trousseaux fashions given for members of the Junior League and their guests. Orchids will be the featured flower of the day. Contacts: woolens, and orchids: June Hamilton Rhodes, WI. 7-7476. Lord & Taylor Publicity: Mrs. Eleanor Howard, WI. 7-3300.

Beginning
Monday
October 13

OPENING OF CRUISE-RESORT COLLECTIONS

FOGA SPORTSWEAR MANUFACTURERS

INDIVIDUAL SHOWROOMS

2 showings daily, 10:30 A.M. and 2:30 P.M., as follows.....

OCTOBER 13

SPORTCRAFT, INC. 550 7TH AVE.
STAR-MAID DRESSES 498 " "
STEINBERG, SAM & CO. 498 " "

OCTOBER 14

ADLER & ADLER 550 7TH AVE.
DAVIDOW, INC. 550 " "
KANE-WEILL, INC. 498 " "

OCTOBER 15

GOODSTEIN, DAVID M. 550 7TH AVE.
MUTUAL ROSENBLUM 498 " "
ROSENBERG, ZOLTAN 550 " "

OCTOBER 16

NUDELMAN, CHAS. W. 550 7TH AVE.

jewels:

Proceeds to benefit the opportunity fund

JUNE HAMILTON RHODES

bridal party and

including models by Nette Roschstein, Oscar Kiam and German Model.

DATEWHAT'S GOING ONGIVEN BYWHERE~~Monday~~~~October 13~~~~GALA OPENING OF
MACY PARKCHESTER~~~~R.H. MACY & CO., INC.~~~~PARKCHESTER,
EAST BRONX, N.Y.~~~~Macy's new branch store, Macy Parkchester, will open for business on Columbus day (Mon. Oct. 13). Parkchester is, of course, the gigantic housing development of the Metropolitan Life Insurance Co. Further information, preview date and other details in later issue of FASHION CALENDAR. Publicity: Mr. Nevin, CH. 4-2000.~~~~Monday~~~~October 13~~~~OFFICIAL OPENING
CALIF. RESORT LINES~~~~ASSOC. APPAREL MFGS.~~~~BEVERLY HILLS HOTEL
LOS ANGELES~~~~Tuesday~~~~October 14~~~~BREAKFAST PREVIEW:
PALM BEACH COLLECTION~~~~TINA LESER~~~~ONE WEST 47TH ST.~~~~9:30 A.M.~~~~Breakfast~~~~Tina Leser will preview her new Palm Beach Collection to members of the Fashion Press at breakfast. By invitation only. First Trade showing follows at 4:30 P.M. the same day. Contact: Tina Leser, LO. 3-0232.~~~~Tuesday~~~~October 14~~~~RITZ LUNCHEON
FASHION SHOW~~~~JONAI, INC.~~~~RITZ-CARLTON HOTEL
OVAL ROOM~~~~1:00 P.M.~~~~Luncheon~~~~Jonai is 2nd to exhibit Fall Fashions in the Salon d'Elegance Tuesday Luncheon Fashion Show series. Open to public. Fashion Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.~~~~Tuesday~~~~October 14~~~~NECKWEAR EXHIBIT:
"COLLAR AND CUFFS"~~~~COOPER UNION MUSEUM~~~~ASTOR PLACE &
COOPER SQUARE~~~~Presenting kerchiefs, yokes, guimpes, collars and fichus worn in Europe and the Americas during the past 300 years. The Neckwear Mfgs. Assoc. will cooperate in the display of new neckwear by modern designers, inspired by the museum collections. All new neckwear in exhibit picked by jury of 9 outstanding fashion people associated with magazines, newspapers and stores. For further information, contact: Mr. Douterman, Cooper Union, AL. 4-6300.~~~~Thursday~~~~October 16~~~~SERT ROOM LUNCHEON
FASHION SHOW~~~~TAILORED WOMAN~~~~WALDORF ASTORIA
SERT ROOM~~~~1:00 P.M.~~~~Luncheon~~~~2nd in Sert Room Fall Luncheon Fashion Show series. The Tailored Woman will present new Fall Fashions for day, dinner and evening. Open to public. Buffet luncheon, \$2. Press by invitation only. Tailored Woman Publicity: Edith Carter, PL. 5-2500. Waldorf Publ. Ted Saucier, EL. 5-3000.~~~~Thursday~~~~October 16~~~~PERSIAN ROOM LUNCHEON
FASHION SHOW~~~~DE PINNA~~~~PLAZA HOTEL
PERSIAN ROOM~~~~1:00 P.M.~~~~Luncheon~~~~De Pinna will present new Fall Fashions at the weekly Thursday Fashion Luncheon in the Plaza's celebrated Persian Room. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Plaza Publicity: Joseph Ryle, PL. 3-6744.~~~~Thursday~~~~October 16~~~~AMBASSADOR LUNCHEON
FASHION SHOW~~~~MILGRIM~~~~AMBASSADOR HOTEL
TRIANON ROOM~~~~1:00 P.M.~~~~Luncheon~~~~Milgrim will present a showing of Fall and Winter Fashions as a feature of the Opening Luncheon of the Season at the Ambassador's popular Trianon Room. Open to public. Fashion Press by invitation. Publicity: Corinne Buchanan, WI. 2-1000. Milgrim Publicity: Martin O. Kahn, CI. 7-7200.~~~~Friday~~~~October 17~~~~OPENING: EMPIRE
FALL RACE MEET~~~~EMPIRE CITY
RACING ASSOCIATION~~~~YONKERS, NEW YORK~~

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Evening October 17	PRESENTING SCHOOL & PARTY FASHIONS By special request, Mary Lewis (whose summer home is in Cold Spring) will show school and party fashions to the girls of the fashionable Cold Spring School. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	COLD SPRING SCHOOL COLD SPRING, N. Y.
Monday October 20 3:30 P.M.	AUTUMN FASHION SHOW Sports clothes, "Mother-and-Daughter" ensembles and Autumn Wedding Fashions will be presented by Mary Lewis to members of the Princeton Women's Club and their guests. Publicity: Rosemary Sheehan, PL. 8-3300.	MARY LEWIS	PRINCETON WOMEN'S CLUB PRINCETON, NEW JERSEY
Tuesday October 21 1:30 P.M. Luncheon	PIERRE LUNCHEON FASHION SHOW The Tailored Woman will present new fall fashions to the members of the Mid-Town Club and their guests, at luncheon at the Pierre. Further details in later issue. Tailored Woman Publicity: Edith Carter, PL. 5-2500.	TAILORED WOMAN	HOTEL PIERRE ROOF GARDEN
Thursday October 23 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Gunther will present Fall and Winter Furs at the weekly fashion luncheon in the Persian Room. Open to public. Press by invitation only. Gunther Publ. Viola Shefer, PL. 3-2117. Plaza Publ. Joseph Ryle, PL. 3-6744.	GUNTHER, FURS	PLAZA HOTEL PERSIAN ROOM
Friday Evening October 24	GALA DIAMOND BALL AND DEBUTANTE COTILLION Very social! Sponsored by the N.Y. Infirmary for Women & Children. 100 hand-picked debs will take part in the Cotillion. Diamonds will be the fashion of the evening. Admission only by invitation. Publicity: June Hamilton Rhodes, WI. 7-7476.	N.Y. INFIRMARY FOR WOMEN & CHILDREN	WALDORF ASTORIA HOTEL
Saturday October 25 Cocktail Time	BENEFIT FASHION SHOW & COCKTAIL PARTY "Classics in Fashions", ranging from bathing suits to wedding gowns, will be presented by Jack Arnold on 30 models from the Arnold Mannequin School, at a gala Fashion Show and cocktail party arranged for the benefit of the BAAC. Open to public. Admission, \$1. Press by invitation. Publicity: Philip Schuyler, MU. 3-4383.	BRITISH AMERICAN AMBULANCE CORPS	RAINBOW ROOM ROCKEFELLER CENTER
Week of October 26	SIMULTANEOUS SHOWING: N.Y. NEW YORK & ST. LOUIS & ST. LOUIS SHOE LINES SHOE MANUFACTURERS Details in later issue of FASHION CALENDAR.		VANDERBILT, COMMODORE NEW YORKER & McALPIN
Nov. 5-12	NATIONAL HORSE SHOW	NAT'L. HORSE SHOW ASS'N.	MADISON SQUARE GARDEN

<u>DATES AHEAD</u>		<u>RED LETTER EVENTS</u>	
Sept. 28	END OF DAYLIGHT SAVING	Sept. 27	COLLEGE FOOTBALL SEASON OPENS***
Oct. 1	JEWISH DAY OF ATONEMENT*	Oct. 1	MOVING DAY
Oct. 12	COLUMBUS DAY (Celebrated Mon.)	Oct. 4-11	NATIONAL FURNITURE WEEK
Oct. 27	NAVY DAY	Oct. 5-11	NATIONAL BUSINESS WOMEN'S WEEK
Oct. 31	HALLOWE'EN	Nov. 1-7	NATIONAL ART WEEK
Nov. 4	ELECTION DAY	Nov. 10-16	NATIONAL FATHER & SON WEEK
Nov. 20	THANKSGIVING**	Nov. 11-30	NATIONAL RED CROSS WEEKS

*Market closed for all practical purposes.

**Will be observed in New York and some other states on November 20th, but will revert to traditional date throughout U.S.A. in 1942.

***For schedule of important games, see CALENDAR dated Sept. 28, page 6.

HOME FURNISHINGS CALENDAR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now on View	EXHIBIT: THE WOODEN HOUSE IN AMERICA Exhibit closes Sept. 30. For further information, contact: Museum Publicity: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Now on View	EXHIBIT: "ORGANIC DESIGN IN HOME FURNISHINGS" Including special Latin-American section for designs by 5 prize winners from Mexico and South America.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday Sept. 29 4:00-6:00 P.M.	PREVIEW EXHIBIT: AMER. SCENES AND EVENTS IN TEXTILES Exhibit of printed cottons, silks and linens dating from 1771 to 1941, reflecting the American history of those periods, will be previewed to members of the Press. Exhibit opens to public on following day. Open daily except Mon. 10-5 P.M. Preview by invitation. Publicity: Mr. A.J. Wall, Jr., TR. 7-2917.	N.Y. HISTORICAL SOCIETY	170 CENTRAL PARK WEST SPEC. EXHIBIT GALLERY
Beginning Monday Sept. 29	EVENING COURSE IN "LIGHTING" 5 evening sessions devoted to "Lighting ABC's for the Interior Designer". Open to non-members as well as members of Decorator's Club. Cost: entire series, \$7.70; single lecture, \$1.75; laboratory demonstration, \$2. Register with Denise Abbey, Exec. Sec., WI. 2-6055. Limited number of Press tickets available on request.	THOMAS SMITH KELLY, LIGHTING CONSULTANT	DECORATORS' CLUB GALL. 745 FIFTH AVENUE
Tuesday Sept. 30	FASHION GROUP HOME FURNISHINGS LUNCHEON. See listing on page 2, item 4 for details.		
Friday October 3-October 4	NAT'L CONFERENCE OF AMERICAN DESIGNERS 2-day conference of Industrial Designers based on theme, "Design in the National Emergency". Keynote speaker: Dr. James F. Bogardus, head of Consumer Durable Goods Section, OPACS. Other purpose of conference: to permit industrial designers from all parts of country to meet and exchange ideas. Meetings open to Members of Institute and Press. \$3.50 admission to Fri. night dinner session. For place of dinner and complete information on Conference, contact: Scott Wilson, 4 E. 53 St., PL.3-6022.	AMERICAN DESIGNERS INSTITUTE	ARCHITECTURAL LEAGUE 115 EAST 40TH STREET
Beginning Wednesday October 8	LAMP SHOW 4-day showing of lamps, done around animals as the leit-motif--mostly in glass. Open to Press and public. Publ. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FLOOR LAMP DEPT.
Beginning Monday October 20	LINEN SHOW Presenting strictly American linens conceived and executed by American designers and American producers. Open to Press and public. Publicity: Mr. Charles Nicolai, WI. 7-3300.	LORD & TAYLOR	9TH FLOOR LINEN DEPT.
Monday October 20-October 24	ANTIQUES SHOW 14th exposition. Antique dealers from all over country will exhibit their wares. Open to public. Admission \$1.10. For further information, tie-ups, etc., contact: Miss Rachel Baker, LO. 5-1849.	NAT'L. ANTIQUES EXPOSITION	HOTEL COMMODORE ALL 3 BALLROOMS

MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

Monday	"GHOST FOR SALE"	Daly's Theatre, 26 W. 63 St.
Sept. 29	Comedy mystery by Ronald Jeans will be previewed Sat. night, Sept. 27 to 1000 enlisted men and their "dates", free of charge, by arrangement with N.Y.C. Defense Recreation Committee.	
Wednesday	"ANNE OF ENGLAND"	St. James Theatre, 246 W. 44
Oct. 1	Benefit preview for Musicians Emergency Fund. Official Opening date Oct. 7th. Gilbert Miller production with Flora Robson. Costumes by Matislav V. Dobujinsky.	
Wednesday	"BEST FOOT FORWARD"	Barrymore Theatre, 243 W. 47
Oct. 1	George Abbott musical by John Cecil Holm, Hugh Martin and Ralph Blaine, featuring Rosemary Lane. Settings, Joe Mielziner. Costumes, Miles White.	
Wednesday	"HOLD BACK THE DAWN" (Cinema)	Paramount Theatre, B'way at 44
Oct. 1	A refugee plot, current as tomorrow's newspaper...starring Charles Boyer, Olivia de Haviland and Paulette Goddard. Clothes by Edith Head. Paramount Publicity: Miss Brenon, CH. 4-7040.	
Wed.Oct.1	GALA USO BENEFIT BALL	Waldorf Astoria Hotel, Grand Ballroom
Thursday	"AH, WILDERNESS!"	Guild Theatre, 245 W. 52 St.
Oct. 2	Eugene O'Neill comedy--1st production, Theatre Guild Revival Series, with Harry Carey.	
Thurs.10/2	BUNDLES FOR BRITAIN DINNER FOR THE AMERICAS, Waldorf Astoria Hotel	
Friday	"THE MALTESE FALCON" (Cinema)	Strand Theatre, B'way at 47 St.
Oct. 3	Murder Mystery by Dashiell Hammet, with Humphrey Bogart, Mary Astor, Gladys George and Peter Lorrie. Clothes by Orry-Kelly. Warner Bros. Publicity: Eve Segal, CI. 6-1000.	
Friday	OFFICIAL OPENING OF NEW WEDGEWOOD ROOM	Waldorf Astoria, Park at 50th
Oct. 3	(Formerly Empire Room). Featuring Eddy Duchin and his orchestra.	
Sunday	"FUN TO BE FREE"	Madison Sq. Garden, 825 8th Ave.
Oct. 5	Mammoth "Fight For Freedom" revue by Ben Hecht and Charles MacArthur presenting such big name-stars as Gertrude Lawrence, Ethel Merman, Eddie Cantor, Burgess Meredith, Barry Wood, Melvyn Douglas, Paul Draper, Larry Adler, Radio City Ballet, ILGWU Chorus. Many others not yet announced. Admission: \$1.10 to \$5.50.	
Wednesday	GALA PREMIERE BALLET Russe	Metropolitan Opera House, 39 & B'way
Evening	Opening program: new Massine ballet, "Labyrinth" with libretto, scenery and costumes by Salvador Dali. Also "Poker Game" and "Gaité Parisienne". Hurok Publicity: Gerald Goode, CI. 7-8300.	
Oct. 8		
Thursday	OPENING NIGHT, RAINBOW ROOM	Rockefeller Center, 30 Rock. Plaza
Oct. 9	Billy de Wolfe, Comedian; Miriam Winslow and Foster Fitz-Simons, Dancers. Mon. night feature: classes in old-fashioned Square Dancing. Publicity: Ed Seay, CI. 5-9000.	
Friday	OFFICIAL PUBLIC OPENING OF IRIDIUM ROOM	St. Regis Hotel, 5th Ave. at 55th
Oct. 10	Preceded by two private benefit previews: Oct. 8, Musicians' Emergency Fund; Oct. 9, Spence School Adoption Nursery. Feature attractions: Ice Show starring Dorothy Lewis, Hal Saunders Orchestra. Must dress for dancing.	
Tuesday	GALA PREMIERE, NEW OPERA COMPANY	44th Street Theatre
Evening	Mozart's "Cosi Fan Tutte" will open 1st season of socially sponsored, popular-priced New Opera Company, directed by Antal Dorati and sponsored by Mrs. Lytle Hull (former Mrs. Vincent Astor). Opera will alternate with Ballet Theatre. Publ. Leo Guild and Ezra Goodman, CI. 6-9660. Ballet Publ. Gerald Goode, CI. 7-8300.	
Oct. 14		